

# Website Navigation Survey Results

Prepared for EatingWell by Katie McCurdy, Paul Davis, and Michelle Edelbaum 7/10/08

## Process

To validate EatingWell's draft navigation, we sent out a survey (using SurveyMonkey ) to all EatingWell employees. The employees forwarded the survey to friends, family, some professional contacts, etc; the goal was to get a mixture of respondents, some unfamiliar with ew.com and some very familiar with the site.

39 people responded, which was enough to make the results statistically meaningful.

Breakdown of familiarity with the site:

- Not at all familiar: 7.9%
- Somewhat familiar: 23.7%
- Quite familiar: 26.3%**
- Very familiar: 21.1%
- Extremely familiar: 21.1%

Due to some limitations with the tool, we tested the main navigation separately from the sub-navigation items. For the most part, this worked very well.

The results were analyzed from two perspectives: rate of agreement, and comments. We used SurveyMonkey's analytics to find out the rate of agreement on each question, with a goal of having at least **65%** of respondents agree on where to place any one item. If the respondents were divided on how to answer a question, that channel or sub-navigation item would need more attention. Users added comments when they ran into difficulty, and these comments added a valuable level of understanding to the results as a whole.

## Summary

Overall, the navigation performed very well. Users had 65% or more agreement on 47 out of 55 items. Users had 80% or more agreement on 36 out of 55 items.

Users had less than 65% agreement on 8 of the items – these will be addressed in the next section.

The comments proved valuable in those cases when users had a high level of agreement on an item but stated in the comments that they had had difficulty. Those cases will be addressed in the next section as well.

## Problem Areas & Recommendations

### General Comments

Many commented that items could fit into more than one category – for instance Summer Drinks could fit under ‘Drinks’ or ‘Seasonal Food.’ This is not always problematic, as we can display items in multiple categories. There was also confusion between Local and Green, and Opinion/Essays and People Who Inspire. Some of the overlap may be problematic.

## Main Channels

### Comments -

- Many people commented that they had a hard time distinguishing between Healthy Recipes & Menus and Healthy Cooking & Food. Healthy Cooking & Food may need further clarification.
- People commented they did not understand the difference between Healthy Cooking & Food and Food Origins & News – the use of the word ‘food’ twice tripped some people up.
- Too much overlap/too little difference among the channel titles. One person said Healthy Cooking & Food seemed to be too ‘all-encompassing.’
- Some people said the repetition of the word ‘healthy’ made it harder to choose between the channels. Taking away ‘healthy’ made their decisions easier.

### Survey questions -

- **Wine Pairing Recommendations** – people were split between Healthy Recipes & Menus and Healthy Cooking & Food. We meant it to be in Healthy Cooking & Food. Believe that once sub-navigation is in place this will be more clear – we should also link to these types of articles from the ‘Drinks’ recipe landing page.
- **How to Prepare a Healthy Thanksgiving Meal** – same as above, although 60% of people put this under Recipes & Menus. We should link to from the Holiday & Entertaining recipe landing page.
- **Information about apples** – this was split almost evenly between Healthy Cooking & Food (40%) and Food Origins & News(45%). This is still being worked out – what whole foods, food guides, and fresh & in season will look like on our new site. Once a decision is made, we’ll need to pick a location for this info and make sure there’s lots of linking back and forth.
- **Tips on Preparing Quick, Healthy Dinners** – 55% put in Healthy Cooking & Food, 35% in Healthy Recipes & Menus. This one does not seem too troubling as taken in the context of the full navigation, it should be easy to place.

## Healthy Recipes & Menus

- **Summer Drink Recipes** – was split between Seasonal Recipes(51%) and Drinks(46%). This is appropriate and this item should be referenced in both spots – so this is not a problem.

## Healthy Cooking & Food

- **Article about strawberries** – 95% put in Food & Ingredient Guides, but people said they had a hard time with it.
- **Tips on learning to cook more quickly** – Split between Healthy Cooking Basics (56%) and Quick & Healthy Cooking(44%). This type of item might be found under both Cooking Basics and Quick & Healthy Cooking. We may need to refine/define the Quick & Healthy Cooking category – as at first glance, it seems to be a subset of the Healthy Cooking Basics & Techniques category. Maybe something to better communicate the type of content that’s in there?

## Health & Diet

- **The Benefits of Berries** - People did not feel that a general nutrition article would fit under Nutrition News & Guides – many people had a hard time placing ‘The Benefits of Berries ’ (although 100% of people did end up putting it in Nutrition News & Guides) . Perhaps a tweak in the name of this category would broaden the scope.
- **5 Ways to Walk More** – People didn’t know whether to put I Healthy Aging or Weight Loss. 67% put in Weight Loss.

## Food Origins & News

- **Article on the benefits of organic food** – 64% put in Green & Sustainable, 30% in Opinion/Essays. This is right on the line, and I think it’s nothing to worry about.
- **An author’s story about learning to cook with her grandmother** – 54% put in People Who Inspire and 46% in Opinion & Essays. This is logical, and I didn’t consider the People who inspire angle when I added this question. Most of the opinion essays will fit pretty squarely into that category, I believe. We can always cross-reference when appropriate, as they will be on a variety of topics.
- People mentioned had some difficulty between Green and Local (farmer’s markets), although 69% did put the farmer’s market item in Local.
- People commented not sure whether to put Profile of Lawmaker trying to reduce plastic bags in Green or People Who Inspire. Again, is very relevant to both – 67% put in People Who Inspire.

## Main Recommendations

1. Find a way to better distinguish between Healthy Recipes & Menus and Healthy Cooking & Food.
2. Find a solution for Food Guides, Whole Foods, and Fresh & In-Season – and plan for how these will intersect. Then place these in the navigation.
3. Look at the Quick & Healthy Cooking subcategory – is there any way to better describe what it is?
4. Look at renaming the Nutrition subcategory to be more broad.

